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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Top 10 E-Commerce Ways to Follow up with Clients – Part 1

By Judy Cullins

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Did you know that 80% of all sales are made after the 5th contact?

The biggest mistake we make is not following up with our clients regularly. We not only lose the chance to offer other services and products, we lose the chance for satisfied clients' referrals.

Building your practice needs consistent bi-monthly follow-ups.

If you think this takes too much time, follow my lead and delegate some of it where you will spend only 6–8 hours a week. Remember, only marketing and promotion builds income and business, the rest are expenses.

Here's the top ten ways:

1. Keep track of every one who contacts you, in person or by email about coaching or other service.

Treat email addresses like gold. These are already qualified, targeted future clients. Copy and paste their email note, date, and question into Textpad or notepad under the name "potential clients." Print it out and keep in a hard file named the same.

2. Don't throw away email addresses.

When someone connects with you, copy and paste their address into your computer folder called "eLists." Place the address where you think it belongs. Name one file "potential clients." If they are past clients, create another list and call it "past clients." If present clients, make a file for them too. Categorized into groups, you can personalize your note to each one. Every month you'll want contact

one of these groups and offer them something special.

3. Keep track of your ezine subscribers' emails separately.

While you may use a company to send out your ezine, you may also want to have that list handy in your own office. My assistant uses www.textpad.com shareware program to manage all of my different email lists. Since I only send out my ezine on book coaching and business tip monthly, I follow up in between with a thank you or special offer. It takes less than 3 minutes to send out through text pad.

4. Choose the appropriate follow up message for each group.

For your monthly ezine, you may want to send out a mini "marketing survey." You ask 4–8 questions.

For any who takes the time to respond, you offer them a free eBook or report. In one follow up I asked, "What are the 3 top questions you want answered about writing and publishing a book?" My subscribers knew I was thinking about them and appreciated it by signing up for the follow up small cost book coaching marathon teleclass.

People love freebies, so when your follow up offers a free tip or question and answer, your potential clients will see your value.

5. Leverage big results from just a little effort.

Don't waste any information that helps you promote. After you get responses to your mini survey, use them again and again. After you answer the questions, keep them in a folder called Q and A. Create a new web site link and post them as new content for your hungry web site visitors.

When other professionals ask me for an interview for their ezines and sites, I get them via email, answer them and get promoted by others through their ezines and Web sites.

At the same time, I divide these interviews into articles under 1000 words and submit them to opt-in ezines looking for free content.

From just one ezine interview, several high power professionals called me to order books first, then to become business clients.

Don't think you are bothering your contacts. If they don't want your news, they can opt-out. Thank you's and free gifts keep your name in front of your buyers. It tells them you appreciate them and let's them know what new things you can offer them. Follow up is good business.

Part two of this article is available at www.bookcoaching.com/freearticles/article-130.shtml.

Judy Cullins, 20-year book coach works with emerging authors who want to write a print or an ebook, make a difference in people lives, and make a consistent life-long income from it. Her 10 published books include "Write your eBook and Print Book at the Same Time," 10 Non-Techie Ways to Marketing

your Book Online, and "How to Drastically Increase Website Traffic and Sales."
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E-Commerce, Earn While You Learn!

By Gina Novelle

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You build it and they will come is the battle cry of Web Page Designers. Many people are hooked on this idea. Well it's not that easy or is it?

There is a way to try E-commerce before you jump in with the big dollars. During this trial period, you could learn to build your own web page, play in the retail market, and yes Earn While You Learn. Build your E-commerce business like you built your current business. Do it yourself so you don't have to rely on high dollar transit programmers. How?

Use Auction Sites as your playground. You would be surprised to learn the return you could achieve with just a little bit of knowledge. As our clients know, we don't teach anything we don't actually work in! When we decided to earn while we learned, we picked eBay. In addition to making money, we learned valuable information about E-commerce, and:

Lessons in shipping

Lessons in customer support.

Lessons in accepting online credit cards

We now have over 100 E-commerce clients with repeat clients. During our auctions, our website hits increase dramatically. So before you jump into E-commerce, first learn to walk slowly and then run. What's the cost of eBay? If you accept credit cards, and learn some tricks, the cost of listing, and credit card fees runs approximately six percent of the sales price. You can learn more about our eBay clients at www.thirdpocket.com, a support site for the self-employed.

Ms. Gina Novelle has been freelance writing in the computer market for years. She wrote several articles for Pinnacle Publishing from 1990–1995. She teaches businesses how to harness the power of technology to maximize efficiency and productivity. Ms. Novelle uses Enhanced Technology Methods. What is Enhanced Technology Methods? You can see her slide show at ww.computeteaching.net.



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